

# Categories

## Advertising

- ☐ Advertising Agencies
- ☐ Advertising Services/Suppliers
- ☐ Eco-Friendly Promotional Products
- ☐ Promotional Products/Services

## Association Management Companies

- ☐ Accredited Association Management Company
- ☐ Association Management Company

## Communications

- ☐ Communication Services
- ☐ Communications Management
- ☐ Education
- ☐ Public Relations Firms
- ☐ Video Production & Duplication
- ☐ Video Services
- ☐ Webinar Services

## Consultants

- ☐ AMS/Customer Relationship Management Systems
- ☐ Asset Management
- ☐ Certification
- ☐ Coaching

- ☐ Communication
- ☐ Compensation
- ☐ Computer
- ☐ Data Development
- ☐ Diversity
- ☐ Education/Professional Development
- ☐ Election Services/Voting Services
- ☐ Emergency Preparedness /Continuity Planning
- ☐ Environmental Planning
- ☐ Executive Search/Recruiter
- ☐ Financial/Insurance/Risk Management Systems
- ☐ Fundraising/Sponsorship/Endowments
- ☐ General/Other
- ☐ Governance/Volunteer Development/Parliamentarian
- ☐ Graphic Designers
- ☐ Health Care
- ☐ Human Resources/Staff Development
- ☐ Instructional Design/Test Development
- ☐ International
- ☐ Investment
- ☐ Leadership Training/Development
- ☐ Legal
- ☐ Legislative/Political

- ☐ Management
- ☐ Marketing
- ☐ Meetings & Special Events
- ☐ Membership
- ☐ Organizational Consultants
- ☐ Project Leadership/Management
- ☐ Publishing/Graphic Design
- ☐ Real Estate
- ☐ Real Estate Relocation
- ☐ Research/Surveys
- ☐ RFP Development/Facilitation
- ☐ Social Media
- ☐ Staff Development/Human Resources
- ☐ Strategic & Business Planning/Development
- ☐ Sustainability
- ☐ Technology
- ☐ Web Development – Content & Mechanics
- ☐ Web Development – Design

## Conventions/Events/Meetings

- ☐ Audio/Visual Production & Services
- ☐ Audiovisual Services
- ☐ Badges/Awards/Incentives/Apparel
- ☐ Badges/Registration Systems
- ☐ Bags

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# Categories Continued...

- ☐ Business Meetings
- ☐ Conference Centers
- ☐ Convention and Visitors Bureau
- ☐ Convention Centers
- ☐ Convention Services
- ☐ Convention Venues
- ☐ Corporate Apparel/Gifts
- ☐ Destination Management Companies
- ☐ Event Cancellation Insurance
- ☐ Event Production
- ☐ Exhibit/Sponsorship Sales
- ☐ Exhibit Management
- ☐ Exposition Services
- ☐ Exposition Software
- ☐ Golf Tournaments
- ☐ Hotels/Resorts Corporate Sales Offices
- ☐ Housing Services
- ☐ International Meeting Planners
- ☐ Lanyards
- ☐ Meeting Evaluations
- ☐ Meeting Management Services
- ☐ Meeting Planning Software
- ☐ Mobile Event App
- ☐ Nontraditional Meeting Venues
- ☐ On-Site Management

- ☐ Photographers/Photographic Labs
- ☐ Registration Services/Lead Retrieval
- ☐ Site Selection
- ☐ Sports Commission
- ☐ Tradeshow Management
- ☐ Virtual Meetings
- ☐ Virtual Tradeshow Services

## Education & Professional Development

- ☐ Career Development/Coaching
- ☐ Computerized Testing/Certification
- ☐ Distance Learning
- ☐ Education & Certification
- ☐ Education Management
- ☐ Employee Engagement
- ☐ Testing/Research & Survey Services
- ☐ Training
- ☐ Universities/Colleges

## Finance/Insurance/Real Estate

- ☐ 401k Plan Administrators
- ☐ Accountants
- ☐ Accounting Software
- ☐ Audit Providers/Services
- ☐ Bankcard Processing
- ☐ Banks

- ☐ Bookkeeping
- ☐ Financial/Investment Services/Retirement Services
- ☐ Financial Management
- ☐ Financial Reporting/Tracking
- ☐ Financial Technologies/Software
- ☐ Insurance Administration/Brokers
- ☐ Insurance Companies
- ☐ Lease Audit/Analysis
- ☐ Outsourcing Services
- ☐ Payroll Services
- ☐ Real Estate Services
- ☐ Risk Management
- ☐ Tax Services

## Human Resources

- ☐ Employee/Policy Manuals
- ☐ Employee Benefits/Services
- ☐ Employment Services
- ☐ Executive Compensation
- ☐ Human Resources
- ☐ Interim Executive Services
- ☐ Intermediate Sanction
- ☐ Job Boards
- ☐ Outplacement Services
- ☐ Outsourcing Services
- ☐ Recruiting Services
- ☐ Staffing Services

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# Categories Continued...

## Information Technology

- ☐ Abstract Management
- ☐ AMS/Customer Relationship Management Systems
- ☐ Application Service Provider
- ☐ Awards Management
- ☐ Business Intelligence
- ☐ CD-ROM Services
- ☐ Chapter Management Software
- ☐ Cloud Computing
- ☐ Collaborative Workspace Providers
- ☐ Computer Hardware Providers
- ☐ Computer Training & Education
- ☐ Computer/Computer Services
- ☐ Content Management Solutions
- ☐ Data Processing/Database Service
- ☐ Enhanced Electronic Messaging
- ☐ Event Management Systems
- ☐ Information Architecture & Taxonomy
- ☐ Information Databases
- ☐ Information Technology
- ☐ Internet Development/Consulting
- ☐ Internet Service Provider
- ☐ IT Outsourcing

- ☐ Learning Management Software
- ☐ Managed Service Providers
- ☐ Mobile Applications
- ☐ Multimedia/Interactive Technologies
- ☐ Multimedia Messaging
- ☐ Network Services
- ☐ Online Services
- ☐ Relationship Management Systems
- ☐ RFPs & Vendor Selection
- ☐ Software Development
- ☐ Software Suppliers/Services
- ☐ User Research
- ☐ Web Hosting Services
- ☐ Web Site Design & Development

## Legal & Government Affairs

- ☐ Attorneys
- ☐ Election Services
- ☐ Government Agency
- ☐ Government Relations
- ☐ Grassroots Advocacy
- ☐ International Government Relations
- ☐ Lobbyists
- ☐ Public/Government Affairs

## Marketing

- ☐ Audience Acquisition
- ☐ Branding

- ☐ Creative Media & Design
- ☐ Customer Research
- ☐ Digital Marketing
- ☐ Direct Mail Services
- ☐ Direct Marketing Service
- ☐ Electronic Marketing
- ☐ Internet Marketing
- ☐ Market Research
- ☐ Marketing Assessments
- ☐ Marketing Plans
- ☐ Member Surveys
- ☐ Search Engine Marketing
- ☐ Telemarketing Services

## Membership

- ☐ Awards
- ☐ Customer Service Programs
- ☐ Development
- ☐ Member Communication Services
- ☐ Member Renewal
- ☐ Member Surveys
- ☐ Membership Cards/Plaques/Services
- ☐ Membership Services
- ☐ Survey/Research Firms

## Non-dues Revenue

- ☐ Affinity Programs
- ☐ Non-dues Revenue
- ☐ Sponsorship Programs

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## Office Products/Services

- ☐ Business Equipment
- ☐ Business Equipment Services
- ☐ Office Supplies

## Publishing/Fulfillment

- ☐ Contract Publishers
- ☐ Creative Media & Design
- ☐ Digital Printing
- ☐ Editorial Services
- ☐ Electronic Publishing
- ☐ Mail Houses/Distribution Services
- ☐ Newsbrief/Newsletters
- ☐ Printers
- ☐ Publications
- ☐ Publishing Services

## Speaker Services

- ☐ Speaker Coach/Trainer
- ☐ Speakers
- ☐ Speakers Bureau

## Travel & Tourism

- ☐ Attractions
- ☐ Convention Venues
- ☐ Golf Courses
- ☐ Hotels/Resort Properties
- ☐ Restaurants
- ☐ Travel/Tourism Offices
- ☐ Travel/Transportation Services

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